



CITY OF GAITHERSBURG  
Gaithersburg Book Festival Committee  
February 16, 2011

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**Attendees:** Joel Aronson, Jud Ashman, Stephanie Brant, Laura Burns, Carolyn Crosby, Robin Ferrier, Sigrid McCutcheon, Becky Meloan, Bob Murphy, Gail Norris, Laura Rowles, Joyce Whitman, Nansie Wilde, Danny Winborne Dottie Wiseman, Kevin Wiseman

**Absences:** Dee Aronson, Sarah Benson, Heidi Bishop, Christine Koubek, Jo Ellen Kuney, Karen O'Keefe, Marion Perry, Bill Schlossenberg, Leslie Shapiro, Gene Taft, Laurie Yankowski

The meeting was called to order at 7:30 p.m.

Welcome & introductions

**I. TOPICS OF DISCUSSION:**

Website

Updated almost daily with new authors. Encouraged all to share link with everyone.

Featured Authors & Schedule

Many new nationally known and prestigious authors added since last meeting. List available. Shortening the presentation time slots to 35 minutes plus 5 minutes for changeover. To include local authors, we will have them present from 10 – 11 a.m. in all the tents and then at 11 a.m. will shift to the nationally known authors. Will keep keynote speaker as last presentation of the day (4 p.m.)

Cash Donations

Currently at \$14,000 with more already committed . Goal is \$45,000.

In Kind Sponsorships

Washington Parent, Clear Channel Radio (5 stations), Friends of the Library, Alzheimer Foundation, Mid-Atlantic Federal Credit Union, Jaycees, Family Services, Wyndham Garden Hotel, Reading Tree, Comcast

Fundraising

Working on a series of restaurant nights with percentage donation to Book Festival. Washingtonian Center evening will include both California Pizza, and Lilly Magilly's cupcakery.

PR & Writing Contest Updates

114 entries received for writing contest. The selections have been narrowed down to top 12, with 10 honorable mentions. JHU is willing to fund a nice bookmark as a gift to all entrants in first contest. PR will take a more targeted approach and will try to reach audience with interest in a specific author's topic. Featured Author Q&A's will start to populate the blog soon.

Workshops

Four confirmed and several more in the works. Workshops will start at 10 a.m. Decided a charge would be acceptable if the registration/payment process can be worked out. Maybe \$10, and student rate of \$5, per workshop. The children's outdoor workshops would continue to be free.

Festival Food, Coffee House

Wholefoods is considering partnering with the Book Festival and doing the food court for the festival. We should know soon. Coffee House entertainment is coming along with poets and the essay contest winners and two musicians confirmed. Java Junction has agreed to run the coffee and snacks part.

Mayor's Book Club

Information has gone out to the schools. Schools have begun to sign up

### Surveys

Send ideas of what information would be important to know to Laura Burns and Joyce Whitman who will create survey(s) for this year's festival. Need to promote survey at the festival with clipboards in speaker tents, greeters with clipboards. Also get attendees to sign up for e-newsletter.

### GBF Store

Looking at possibility of having GBF merchandise for sale to include t-shirts, book bags, book marks, and more. Maybe use online service such as Café Press for sales too.

### Reminders:

Next meeting is Wednesday, March 16 at 7:30 p.m. at the Arts Barn

### **II. ADJOURNMENT:**

The meeting was adjourned at 915 p.m.

Respectfully submitted by,  
Carolyn Crosby & Nansie Heimer Wilde